

WHAT IS CLAIMED IS:

1. A distribution management device comprising:
 - order information receiving means for receiving the first order information of merchandise to be sold via the first sales channel utilized the network via said network and simultaneously receiving the second order information of said merchandise sold in each time said merchandise is sold via the second sales channel excluding the network via said network;
 - stock control means for controlling the stock of said merchandise to be distributed to the first and the second sales channels based on said first and the second sales information;
 - and
 - supply instruction means for grasping the actual sales condition of said merchandise in the first and the second sales channels based on the first and the second order information and the stock control information supplied from the stock control means and instructing the supply of said merchandise to the supplier of said stock based on the actual sales condition.
2. The distribution management device according to claim 1 wherein said supply instruction means instructs to stop the supply of merchandise to be collected from the market due to the sales debut of new product during the predetermined period before new product is released to said supplier.

3. The distribution management device according to claim 2 wherein said supply instruction means instructs the supply of said new product to said supplier so that said product would be controlled as the stock corresponding to the sales debut of said new product and to be stored in said second sales channel.

4. The distribution management device according to claim 3 wherein said order information receiving means receives the first and the second order information via the Internet as said network.

5. The distribution management device according to claim 4 wherein said order information receiving means receives the first and the second order information formed of Web pages to be used in the World Wide Web service on said Internet.

6. A distribution management method comprising the steps of: receiving the first order information of merchandise to be sold via the first sales channel utilized the network as well as receiving the second order information of said merchandise sold in each time said merchandise is sold via the second sales channel excluding said network, and controlling the stock of said merchandise to be distributed to the first and the second sales channels based on said first and the second order information received; and

grasping the actual sales condition of said merchandise in the first and the second sales channel based on the stock control information of said merchandise supplied from said stock controlling means and instructing the supply of said merchandise to the supplier of said stock based on said actual sales condition.

7. The distribution management method according to claim 6 wherein said step of grasping the actual sales condition and instructing the supply of merchandise comprises instructing to stop the supply of merchandise to be collected from the market due to new product sales during the predetermined time period before the sales debut of new product.

8. The distribution management method according to claim 7 wherein said step of grasping the actual sales condition and instructing the supply of merchandise comprises instructing the supply of new merchandise to said supplier so that said merchandise will be controlled as the stock and stored in said second sales channel corresponding to the sales debut of said new merchandise.

9. The distribution management method according to claim 8 wherein said step of receiving order information and controlling the stock of merchandise comprises receiving the first and the

second order information via the Internet as said network.

10. The distribution management method according to claim 9 wherein said step of receiving order information and controlling the stock of merchandise comprises receiving said first and the second order information formed of Web pages to be used in the World Wide Web service on the Internet.

11. A program storage medium for making the distribution management device execute the program comprising the steps of: receiving the first order information of merchandise to be sold via the first sales channel utilized the network, as well as receiving the second order information of said merchandise to be sold in each time said merchandise is sold via the second sales channel excluding said network, and controlling the stock of said merchandise to be distributed to the first and the second sales channels based on said first and second order information received; and

grasping the actual sales condition of said merchandise in the first and the second sales channels based on the stock control information of said merchandise supplied from said stock control means, and instructing the supply of said merchandise to the supplier of said stock based on said actual sales condition.

12. The program storage medium according to claim 11 wherein

13. The program storage medium according to claim 12 wherein said step of grasping the actual sales condition and instructing the supply of merchandise comprises instructing to stop the supply of said merchandise to be collected from the market due to the new product sales to the supplier.

14. The program storage medium according to claim 13 wherein said step of receiving order information and controlling the stock of merchandise comprises receiving the first and the second sales information via Internet as the network.

15. The program storage medium according to claim 14 wherein said step of receiving order information and controlling the stock of merchandise comprises receiving the first and the second order information formed of Web pages to be used in the World Wide Web service on said Internet.

16. A distribution management system comprising:
a first order information forming device for forming the

first order information to be sold via the first sales channel utilized the network;

a second order information forming device for forming the second order information of merchandise sold in each time said merchandise is sold via the second sales channel excluding said network; and

a distribution management device for receiving the first and the second sales information to be transmitted from the first and the second order information forming devices via said network, as well as controlling the stock of said merchandise to be distributed to the first and the second sales channels based on said first and the second sales information, and for grasping the actual sales condition of said merchandise in the first and the second sales channels based on said first and second order information and the stock control information of said merchandise given from said stock control means and instructing the supply of said merchandise to said stock supplier.

17. The distribution management system according to claim 16 wherein said supply instructing means instructs to stop the supply of merchandise to be collected from the market due to said new product sales to the supplier during the predetermined period before the sales debut of new product.

18. The distribution management system according to claim 17

wherein said supply instructing means instructs the supplier to supply said new merchandise so that the merchandise is controlled as the stock and stored in said second sales channel corresponding to the sales debut of said new product.

19. The distribution management system according to claim 18 wherein said order information receiving means receives the first and the second order information transmitted from the first and the second order information forming devices as the network via the Internet.

20. The distribution management system according to claim 19 wherein said order information receiving means receives the first and the second order information formed of Web pages to be utilized in the World Wide Web service on the Internet transmitted from said first and the second order information forming devices.